## Marketing and Communications in the Florida Keys: Blue Star, Iconic Reefs, and Goal Clean Seas



Project Litie	Marketing and Communications in the Florida Keys: Blue Star, Iconic Reefs, and Goal Clean Seas
Summary	This internship will focus on marketing and communications of Florida Keys National Marine Sanctuary resource protection programs such as Blue Star, Mission: Iconic Reefs, and Goal: Clean Seas Florida Keys programs.
Country	United States

#### **Project Description**

FKNMS' Blue Star program recognizes dive, snorkel, and fishing operators who are committed to responsible practices. As part of this program, operators can join the sanctuary in many conservation initiatives, including Mission: Iconic Reefs, an unprecedented effort to restore Florida's coral reefs, and Goal: Clean Seas Florida Keys, a citizen driven marine debris cleanup program.

This intern will assist with marketing these programs to recruit new dive shops, and create products that operators can use to promote themselves as participants. This position may also entail lending time to projects such as website design, creation of outreach materials, and assisting with the refresh of our Eco-Discovery Center.

#### **Required Skills or Interests**

Skill(s)	
Analytical writing	
Design thinking	
Editing and proofreading	
Marketing	
Research	
Website design	
Writing	

### **Additional Information**

None

# **Language Requirements**

None